

Social Media and its Impact on Marketing, Branding, and Student-Relationship Building



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SEMM FORUM 2018


Global digital landscape


Rank	↕ Social Network	↕ Monthly Active Users (MAUs)
#1	Facebook	2.2 billion
#2	YouTube	1.9 billion
#3	WhatsApp	1.5 billion
#4	Messenger	1.3 billion
#5	WeChat	1.0 billion
#6	Instagram	1.0 billion
#7	QQ	806 million
#8	Qzone	563 million
#9	Douyin	500 million
#10	Weibo	411 million

- Facebook still dominates social media usage
- Top 10 platforms evenly split between those of Chinese and Western origin
- Other popular Western platforms in top 20:
 - #11 – Twitter (335 million)
 - #12 – Reddit (330 million)
 - #13 – LinkedIn (303 million)
 - #15 – Skype (300 million)
 - #16 – Snapchat (291 million)
 - #17 – Pinterest (250 million)
- Tumblr has fallen out of top 20 in past year

Global digital landscape

Ages	18-29	30-49	50-64	65+
	88%	84%	72%	62%
	59%	33%	13%	8%
	36%	23%	21%	10%
	36%	34%	28%	16%

Ages	18-24	25-34	35-44	45-54	55-64	65+
	11%	23%	26%	16%	8%	3%







Ages	13-17	18-24	25-34	35-54	55+
	23%	37%	26%	12%	2%

- Youtube aside, 18-29 year olds are largest social media users
- Facebook has largest penetration across all age groups
- Facebook and LinkedIn have similar usage adoptions
- Snapchat best for teens

Canadian digital landscape



Canadian digital landscape

	2018	2016	2015	2014	2011	2009
	88%	90%	91%	89%	87%	77%
You 	84% [↑]	73%	70%	70%	76%	65%
Linked 	46% [↑]	38%	36%	35%	25%	10%
	42% [↑]	38%	35%	29%	-	-
	41% [↑]	34%	27%	21%	-	-
	37%	39%	39%	38%	32%	8%

Q3. Which of the following, if any, have you used?

Bases: Canadians who use social media in 2011 (n=1039), in 2014 (n=1004), in 2015 (n=1228), and in 2016 (n=1155).

All respondents in 2018 (n=1002).

Source: Leger & MCM, 2018

Research question

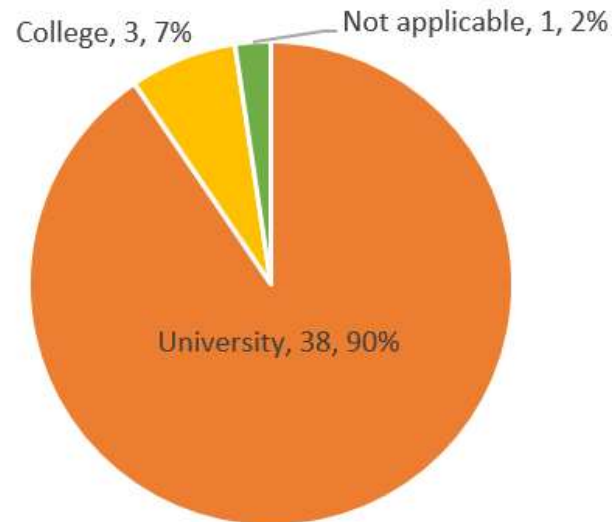
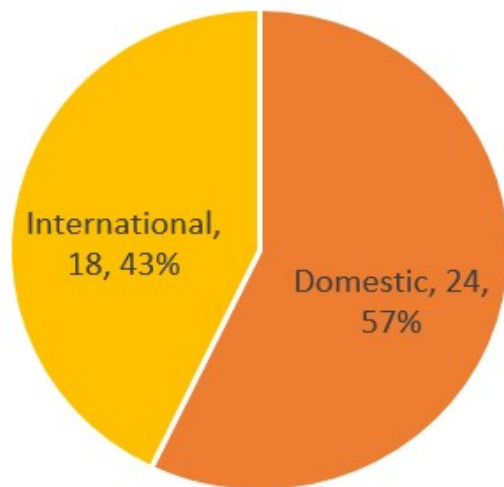
What is the role and impact of Facebook in the educational journeys of students?

- Student recruitment
- Student services
- Student engagement



Survey overview

- Repeat of a survey conducted in 2015
- Purposive, snowball, and volunteer sampling



Facebook for students

First-contact path

First contact through	2015		2018	
	# of Respondents	% of Respondents	# of Respondents	% of Respondents
Search engine	7	9%	12	29%
Suggested Facebook page	17	21%	10	24%
Current student	14	18%	7	17%
Institution website	10	13%	5	12%
Alumnus / alumna	2	3%	2	5%
Recruitment agent	4	5%	1	2%
Institution viewbook	9	11%	0	0%
Others	3	4%	0	0%
Don't know / remember	14	18%	5	12%
TOTAL	80	100%	42	100%

- Students more intentional about visiting Institution's Facebook page
- About 2/3 of students used digital path to find Facebook page

Facebook for students

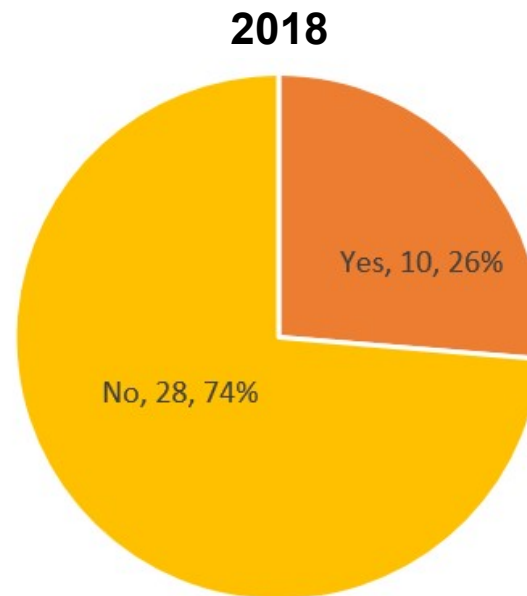
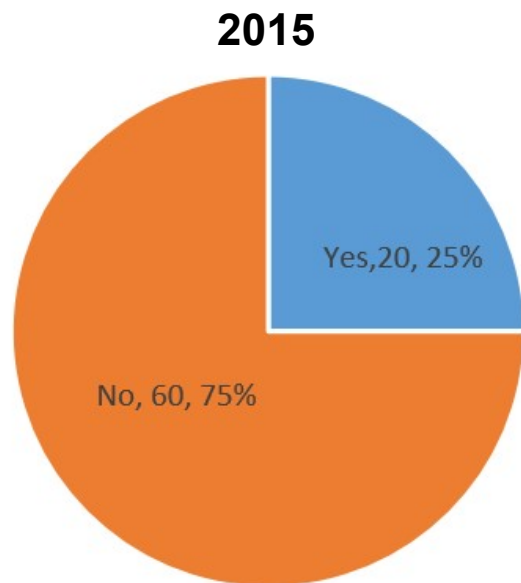
Visit frequency

Visit frequency	2015		2018	
	# of Respondents	% of Respondents	# of Respondents	% of Respondents
A few times a month	20	25%	14	33%
A few times a year	15	19%	13	31%
Less than once a year	12	15%	4	10%
A few times a week	7	9%	4	10%
Once a year	2	3%	3	7%
Once a month	5	6%	1	2%
Daily	3	4%	1	2%
Once a week	5	6%	1	2%
Don't know / remember	11	14%	1	2%
TOTAL	80	100%	42	100%

- Frequency largely unchanged

Facebook for student recruitment

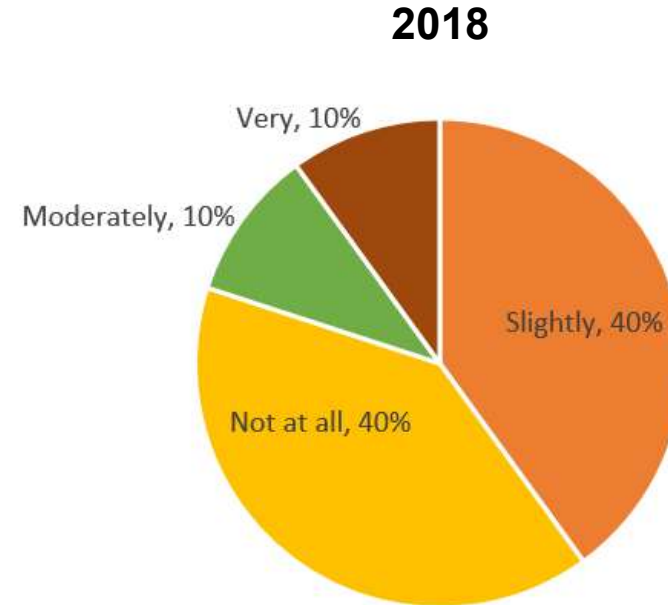
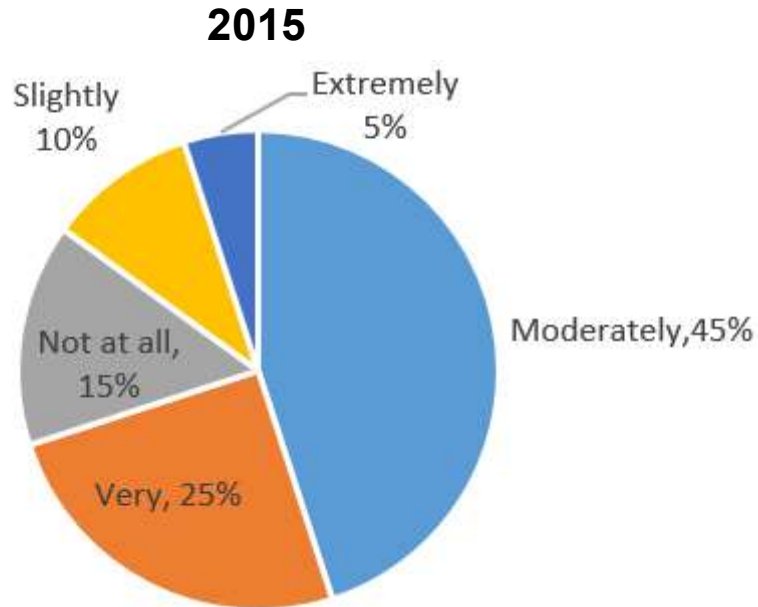
Facebook visits prior to enrollment



- Percentage of users largely unchanged

Facebook for student recruitment

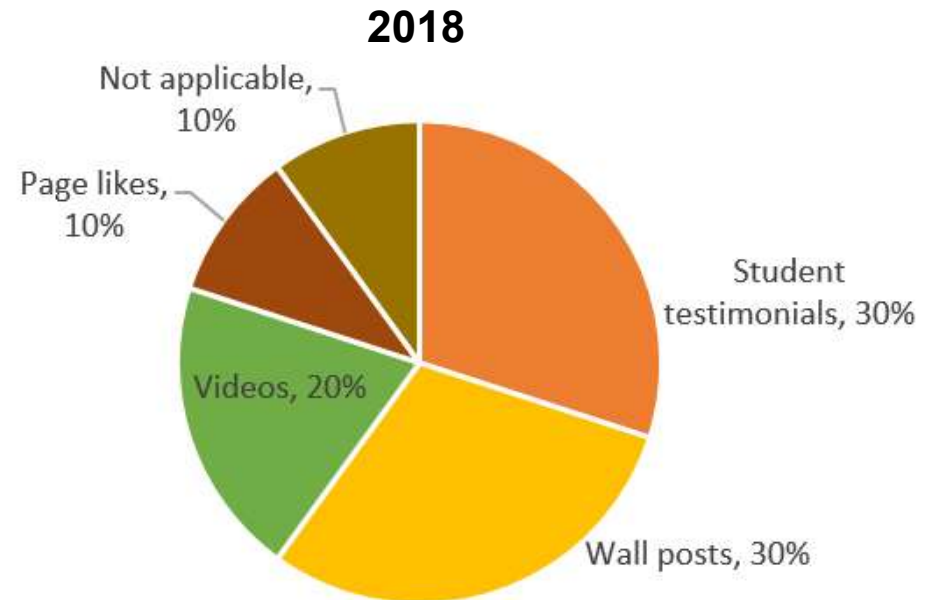
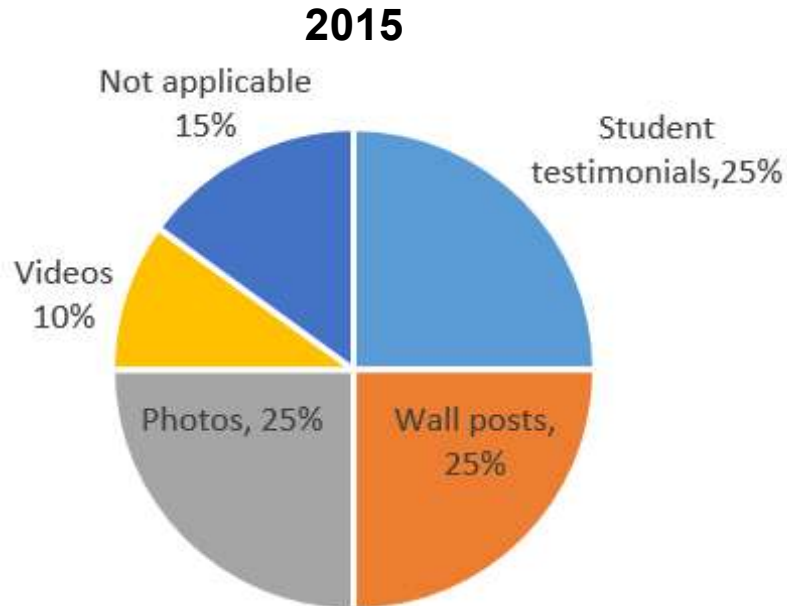
Facebook influence on decision-making



- Impact has dropped significantly – 80% (n=8) now finding the Page slightly or not at all influential

Facebook for student recruitment

Most influential Facebook item



- Student testimonials and wall posts remain compelling, while photos have dropped in popularity

Facebook for student services

Noted student services

Student service type	2015		2018	
	# of Respondents	% of Respondents	# of Respondents	% of Respondents
Orientation	39	36%	18	25%
Academic	23	21%	16	22%
Mental wellness & health	8	7%	16	22%
Career	21	19%	14	19%
Pre-departure	16	15%	4	6%
Other	2	2%	4	6%
TOTAL	109	100%	72	100%

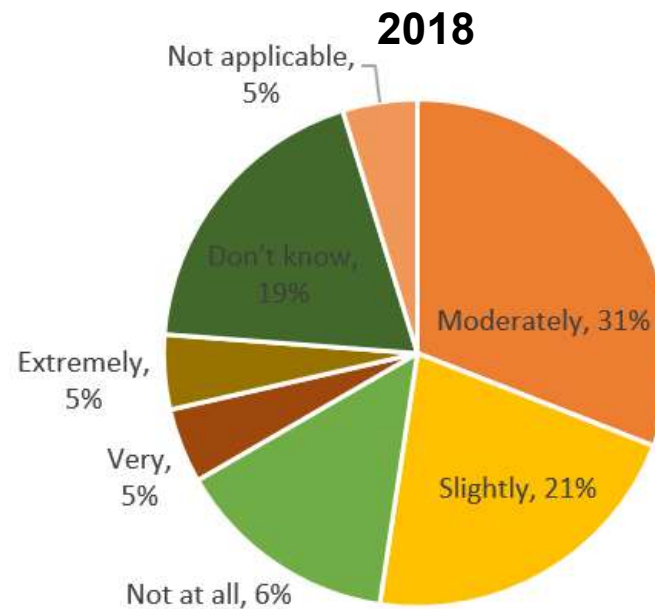
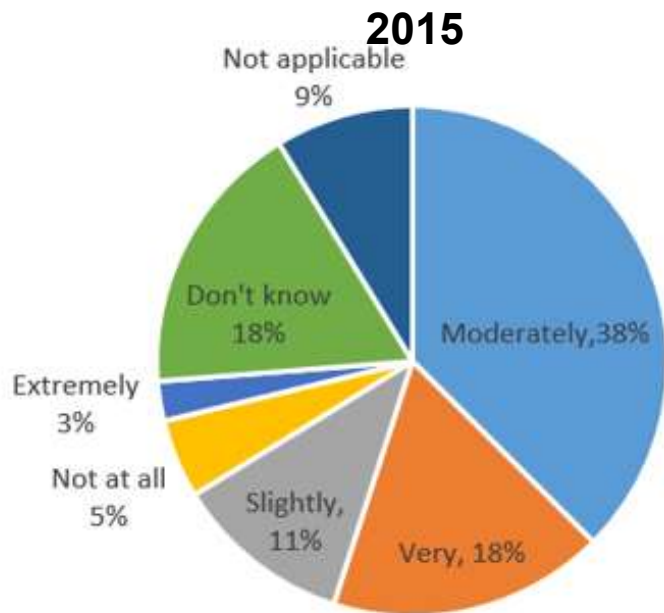
- Orientation remains the most noted student service
- Mental wellness and health services more prominent in 2018

Question: Which student service(s) does your institution advertise on Facebook? (Choose all that apply)

Note: "Don't know" and "N/A" responses not included

Facebook for student services

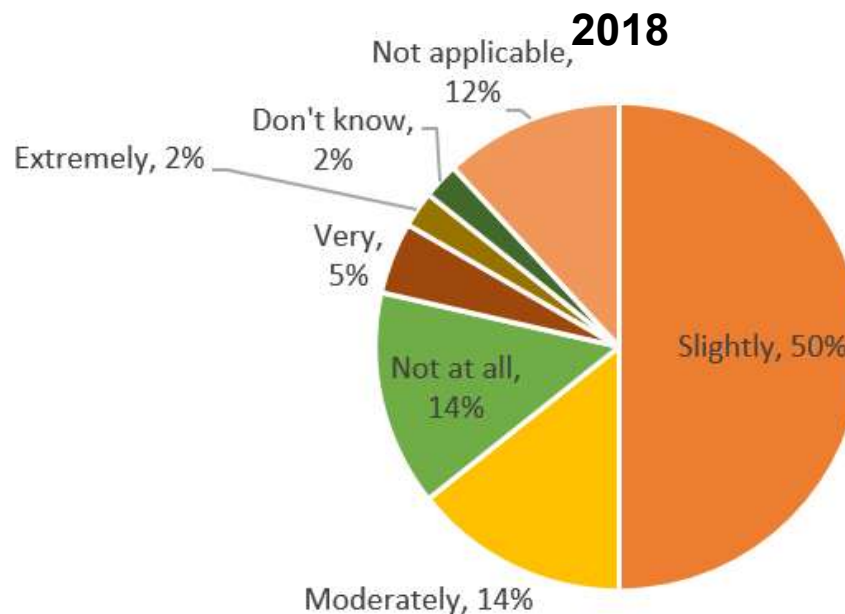
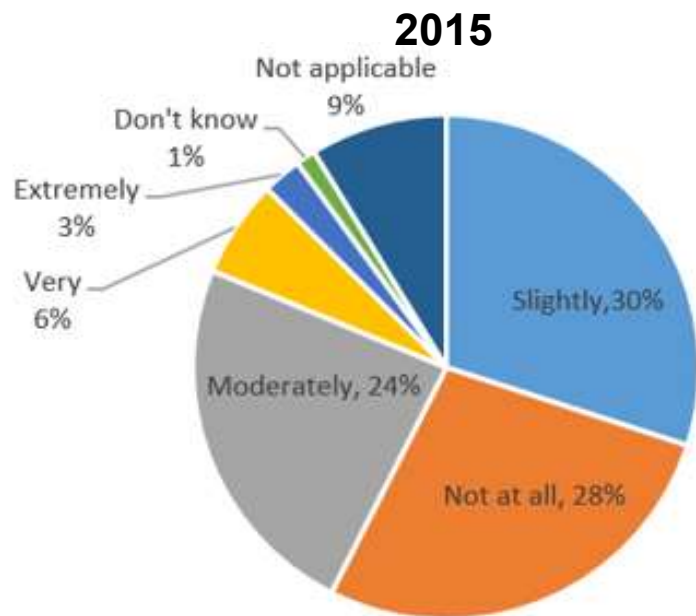
Effectiveness at student-service promotion



- While no longer “very” effective, Facebook still useful for student-services promotion

Facebook for student engagement

Engagement frequency



- Students who consider themselves only “slightly” engaged in Facebook up 20% in 2018

Facebook for student engagement

Engagement style

Engagement style	2015		2018	
	# of Respondents	% of Respondents	# of Respondents	% of Respondents
React to posts	36	37%	24	37%
Join Facebook events	14	14%	16	25%
React to photos	31	32%	14	22%
Comment on posts	9	9%	5	8%
Comment on photos	4	4%	3	5%
Send private messages	2	2%	3	5%
Other - check for news	1	1%	0	0%
TOTAL	97	100%	65	100%

- Interest in photos has gone down 15% in 2018
- Students continue to engage passively

Question: How do you currently engage with your institution on Facebook? (Choose all that apply.)

Note: "Don't know" and "N/A" responses not included

Conclusions

Similar user behaviours but decreasing importance:

- Largest impact remains in student services
- Now only slightly effective for student recruitment
- Student engagement remains passive

Facebook for students



Not necessarily!

Revive by:



- Increasing interaction
- Adding value
- Customizing usage



Communications Department, Students' Social Media Preferences Survey 2018

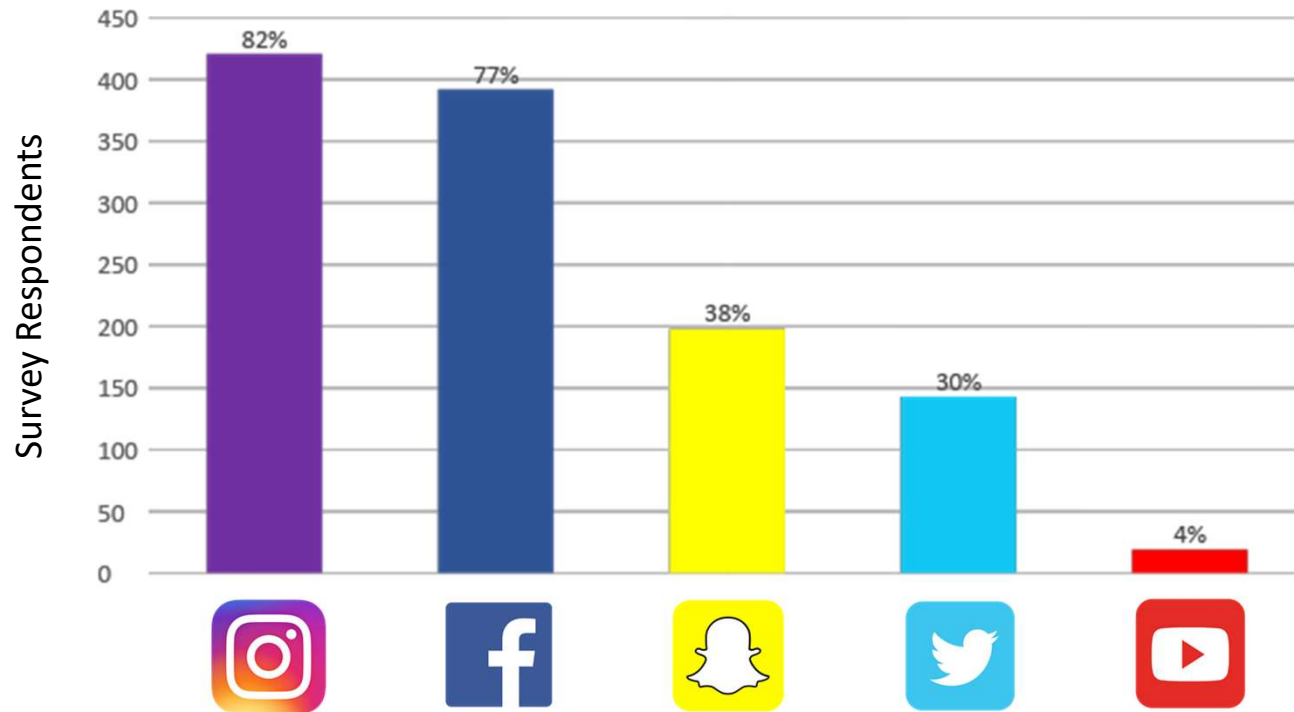


512

2017: 440 total respondents

King's Social Media Survey

Do you follow any of the following King's social media accounts?





Student Survey Results

2016

8,617 followers

2017

9,359 followers

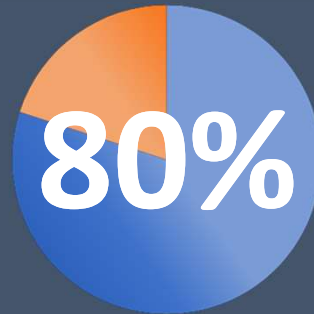
2018

↑ 9,941 followers



#1

- Social media platform preferred by King's students for important school information



of survey respondents have visited the King's Facebook page this year

50%

of King's students would turn to Facebook in the event of a crisis on campus



King's Instagram Page

2016

1,403 followers



#2

76%

2017

2,256 followers

- Social media platform preferred by King's students for important school information

of survey respondents have seen a King's Instagram story this school year (2017-2018)



2018

3,091 followers

#1

Instagram is the 'go to' social media platform for the majority of King's students

King's Social Media Survey



King's Twitter Page

2016

4,410 followers

2017

4,974 followers

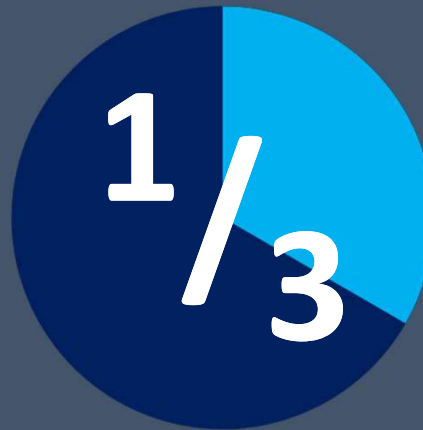
• 2018

↑ 5,539 followers

32%

of survey respondents have
visited the King's Twitter
page this school year*

*2017-2018



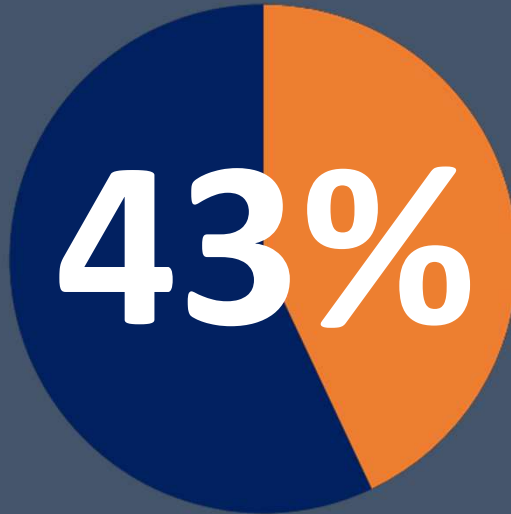
of survey
respondents are
following the King's
Twitter page



King's Snapchat

2017: 39% follow Snapchat

2018: 39% follow Snapchat



of survey
respondents have
viewed King's
snaps through the
year (2017 - 2018)

23%
of survey
respondents visit
Snapchat every day



King's E-Mail

- Almost

40%

of students open the weekly 'Things@King's' newsletter from their UWO email account

MORE students
have opened
'Things@King's'
on FACEBOOK
than TWITTER

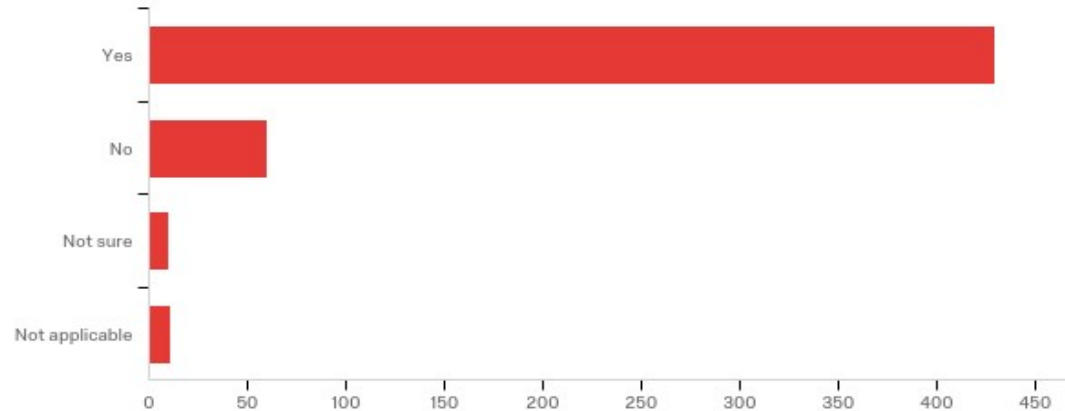


75%

of survey respondents
check their UWO email daily

Survey of King's Students

Do you read email messages from King's Communications?



King's Social Media Survey



Want to be in the know?

Join the
King's Social Media Squad!

Apply for the work/study position with
King's Communications Department!

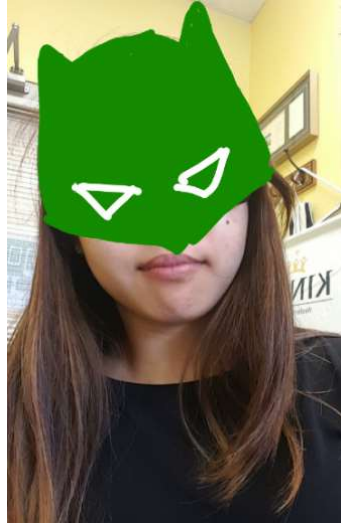
Help create content, attend events
and post to King's Social Media accounts!
@kingsatwestern

Apply now by visiting: <http://www.kings.uwo.ca/workstudy/>
Questions? Email communications@kings.uwo.ca

   Communications Department  

New: Social Media Squad creates peer-to-peer online two-way communications via social media.

King's Social Media Survey




Squad posts approved content provided by Student Services and of events on Snapchat, Instagram, Twitter, Facebook & YouTube.

Led by Shirley Wong 4th year History student/communications work study student.

King's Social Media Survey

Post Details


VideoPostSharesBETASee metrics for all videos



King's University College at Western University

Published by Mary Chapman · April 13 at 10:33am ·

Today is the first day of exams! KAMP mentors want to wish all of you good luck on your exams. You got this, King's! Stay strong through the end.



KAMP mentors wish you good luck
00:59

Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

Your video is popular with women between the ages 18-24

Boost Post

45

7 Comments 5 Shares

Like

Comment

Share

Performance for Your Post

3,515 People Reached

1,469 Video Views

90 Reactions, Comments & Shares

64 Like	0 On Post	64 On Shares
7 Love	0 On Post	7 On Shares
2 Haha	0 On Post	2 On Shares
12 Comments	7 On Post	5 On Shares
5 Shares	5 On Post	0 On Shares

337 Post Clicks

85 Clicks to Play	1 Link Clicks	251 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With VideoBoost Post

© Jane Antoniak

King's Social Media Survey



Research methodology

National Survey to



Universities
Canada.
Universités
Canada.

- bilingual: 33 questions distributed to 98 members of UnivCan
- n=77
- 60/40 gender split female/male
- respondents were experienced communicators/decision-makers

Research methodology

Interviews with Presidents/Principals



West: 4

Central: 6

East: 1

Research methodology

Netnography

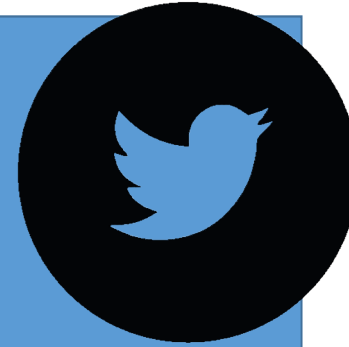


- Provided context and support to other methodologies
- Two key dates: Move-In Day & First Day of 2nd Term

Observations:

- Overall positive tone
- Some joking, making puns, talking about cats
- Cheerleading, beauty shots of campus
- Reserved tone for poor student behaviour
- No engagement unless a safety issue
- Posting as they see fit – not strategic
- All on Twitter

Influence of leadership communications



“Headed to [@xxx](#) for
a quick lunch.
Welcome any students to
stop & chat.
I’m the guy in the suit”

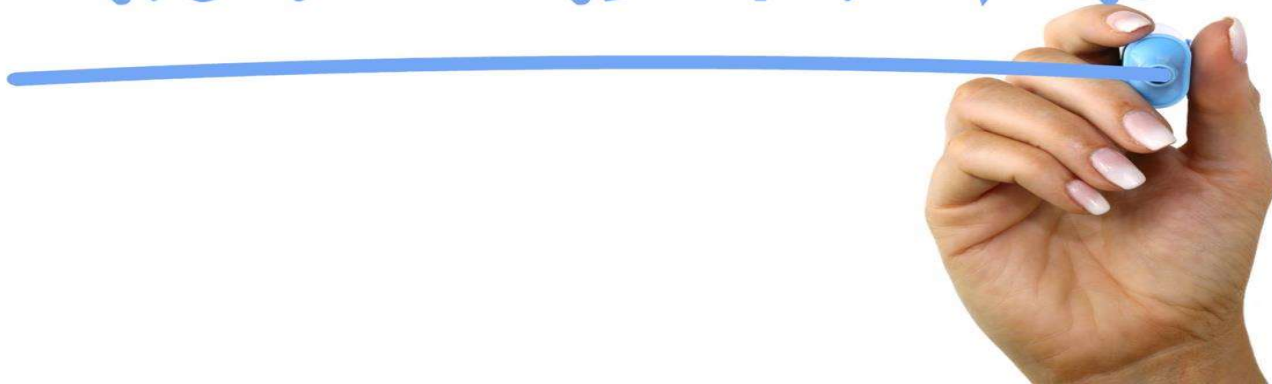
Influence of leadership communications

What are leaders most likely to post?



Influence of leadership communications

RISK REWARD



Influence of leadership communications

Finding: potential advantages/disadvantages to the institution of having the leader as an individual online communicator via social media?

Advantages

- Authentic voice
- Serves as an introduction
- Virtual open door
- Connection to media, community, stakeholders
- Provides transparency of the office
- Responsive in times of crisis

Disadvantages

- Public misstep
- Vulnerability to negative comments, attack
- Lack of depth in messaging

Influence of leadership communications

Findings: qualities of the online relationships between Canadian university leaders and students?

Survey: no significant relationships except slight indication positive with alumni especially with LinkedIn

Interviews: 8 of 9 leaders on social state it builds relationships with students yet leaders are on Twitter

Students are on Facebook, Leaders are on Twitter



Influence of leadership communications

Survey says: lack of social media plans

- 31% say institution has social media plan/policy/guidelines
- 27% institutions have a president/principal on social media
- 20% institutions apply a social media plan policy/guidelines to president/principal



Conclusions and Recommendations

- Protect the leader and reputation of the university by providing guidelines, boundaries, strategies for social media communications by the leader
- Create a way to evaluate the presidents posts
- Determine how the president can maximize relationship building and management

Putting it all together

- Use social media strategically and intentionally
- Recognize communication will remain one-way without clear value-add
- Remember to customize
- Set guidelines if utilizing leaders
- Maintain metrics
- Be flexible!



THANK YOU



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